

KKCY ISSUES & CONCERNS RESPONSIVE PROGRAMMING SUMMARY 4th QUARTER 2020

During the months of October, November, and December 2020, station KKCY broadcast numerous programs that gave significant treatment to issues of concern and interest in the communities within our coverage area. Those issues and concerns included;

Covid-19

-We provided weekly local updates covering case numbers, hospitalizations, and deaths for Yuba, Sutter, Colusa, Butte, and Glenn Counties.

Quarterly summary; Yuba/Sutter began the Quarter w/2916 cases, & the death toll @ 19, ending w/10,403 cases & 71 deaths

Colusa County began w/540 cases, & 6 deaths, ending w/1351 cases & 11 deaths.

Butte County had 2880 cases as of October 2nd w/45 deaths and ended w/7390 confirmed cases and 96 deaths.

Glenn County began the quarter w/598 cases & 3 deaths, ending w/1449 total cases & 14 deaths

General Covid

-10/8 – Colusa & Sutter Counties on track for less restrictive covid tier

-10/12 – Paradise school board votes to begin reopening

-10/21 – Yuba/Sutter Sikh festival called off

-1/21 - Yuba/Sutter School reopening plans announced

-11/17 - 5 local counties moved to more restrictive covid tiers

-11/17 - New visitor guidelines enacted @ Adventist/Rideout

-11/23 – Local law enforcement agencies don't intend to enforce new State ordered 10p-5a curfew

-11/23 – 2021 Colusa Farm show “indefinitely postponed”

-11/24 – Downtown Yuba City Christmas Stroll, Marysville Christmas Parade, and Christmas Tyme in Colusa cancelled

-12/1 – Staff covid outbreaks confirmed @ Gridley & Oroville hospitals

-12/2 – CIF delays start of High School sports again

-12/3 – Sutter County leads State in covid positivity test rate

-12/4 – New State-wide stay at home order issued

-12/7 – New Yuba/Sutter covid health advisory takes effect today

-12/10 – Regional stay at home order in effect at a minute before midnight tonight

-12/10 – Adventist/Rideout offering in-home patient care to help handle hospital covid surge

-12/11 – Yuba City school district confirms covid case @ Tierra Buena

-12/14 – covid vaccine likely available locally this week

-12/16 – State health Dept. releases updated youth sports guidelines

-12/18 - 1st covid vaccine doses arrive @ Adventist/Rideout

-12/18 – Yuba College officially cancels 2020 fall sports seasons

-12/18 – Yuba City school district releases 2021

-12/18 – Yuba County jail suspending visits

-12/21 – covid vaccine administration underway throughout our listening area

-12/30 – National Guard assisting at Adventist/Rideout

-12/31 – Marysville barbershop's State license suspended for pandemic violations

-12/31 – Our regional stay at home order set to expire today

General (non-covid) Health Care

-10/21-10/29 – A series of free Yuba/Sutter Flu clinics

- 10/29 – Invasive yellow fever mosquito detected in Oroville
- 11/3 – Oroville Hospital receives national recognition

Wild Fire

-We provided daily wildfire updates from 10/2-10/30 during what would become a record setting wildfire season for California with over 4 million acres destroyed led by the August Complex which began on the northwest edge of our listening area in Colusa & Glenn Counties, eventually spreading as far north as Del Norte County growing to a single wildfire record for the State at 1,032,649 acres. Although loss of life & property were minimal due to its remote location, it caused historically dangerous air quality throughout our listening area into November.

In terms of loss of life and property directly affecting our listening area, the West Zone of the North Complex (originally the Bear Fire) resulted in 16 deaths and the almost complete destruction of the community of Berry Creek in Butte County. Ultimately 2342 structures were destroyed, 113 damaged.

Camp Fire

- 10/30 – 2 more Camp Fire FEMA fraudsters indicted
- 11/20 – Another Camp Fire fraudster sentenced

P.G.&E. Public Safety Power Shutoffs

- 10/13 – A potential P.G.&E. PSPS announced for tomorrow
- 10/14 – Latest PSPS area expanded
- 10/15 – PSPS underway
- 10/16 – Latest PSPS affecting 1841 Yuba County customers, 11,315 in Butte County
- 10/20 – Another PSPS announced to begin tomorrow evening
- 10/21 – PSPS area expanded
- 10/22 – Yuba County removed from latest PSPS
- 10/27 – All customers expected to have power back from latest PSPS by late this evening
- 10/28 – P.G.&E. Says, “essentially all customers to have power back on this morning”
- 12/7 – Local customers removed from latest PSPS

Election/Gov't/Politics

- 10/14 – Unofficial ballot box warning from local elections officials
- 11/2 – Sutter County approves motel purchase for homeless housing
- 11/2 – Gridley City Administrator resigns...again
- 11/3 – Sutter County judge rules Governor's vote by mail executive order violates State constitution
- 11/4 – Local election tally
- 11/5 – Local election update
- 11/9 - “ “ “
- 11/11 - “ “ “
- 11/16 – Sutter County judge again rules against Governor in appeal
- 11/16 – Yuba Water Agency sues State
- 12/1 – Local election results certified
- 12/3 – Yuba City Council appoints new mayor
- 12/11 – Sealed ballot box containing hundreds of uncounted votes “found” on Chico St. campus
- 12/14 – Chico St. ballot box mystery solved

Economy

- 10/5 – Butte County's 2019 crop report shows almost 10% increase
- 12/2 – 2019 Sutter County Ag report shows almost 15% increase
- 12/2 – Phase 1 of Sutter Pointe project approved
- 12/28 – Peach Tree Golf & Country Club purchases Downtown Yuba City restaurant

Traffic Infrastructure

- 10/5-10/12 – Hwy 70 overnight ramp closures near Plumas Lake this week
- 10/12&13 – Hammonton/Smartsville road closure for 2 days

Drugs

- 11/9 – Large amounts of meth & heroin siezed & arrests in Oroville
- 12/7 – Browns Valley search leads to large illegal indoor cannabis operations & arrests

Water

- 12/2 – A dry start to the water year
- 12/31 – Final 2020 snowpack survey slightly below 12/30 average

Law Enforcement

- 12/7 – Marysville woman killed in Redding officer-involved shooting

We covered these issues and concerns in the following ways:

-Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except Thanksgiving, Black Friday and Christmas) at 5a, 5:30a, 6a, 6:30a, 7a, 7:30a, 8a, and 8:30a.

-Employment;

Weekly, a representative from The Sutter County One-Stop (a government-funded employment and career center) provides, remotely for the time being, a 35 second “Job Hotline” Community Reminder. This airs, at no charge to the One-Stop, throughout all day-parts 7 days a week in equal rotation with all other Community Reminders (see details below) (Audio available through the calendar year on the KKCYN newsroom computer desktop in the folder labeled, “Job Hotline”).

Local non-profit fundraiser and awareness events:

These are covered in several formats;

1) Occasionally in news casts (particularly health events such as blood drives).

2) Public Service Announcements (now called “Community Reminders per Corporate Director of Programming Dave Shakes reachable by e-mail at “dshakes@resultsradio.com”) recorded by someone involved with the group or event in question. There are generally no fewer than 4 and no more than 10 of these 35 second free spots running in equal rotation 7 days/week for a total of 147 plays a week all tolled. (Audio of all PSA's (Community Reminders) is available on the KKCYN newsroom computer desktop in the folder labeled, “2020 CR's”).

3) Weekend Updates (“W's”) are recorded by local announcers and air Thursday through Sunday, a total of 65 plays. (Audio is available through Production Director)

4) Special Broadcast events.

These take the form primarily of live remote broadcasts and in-studio guests

during Dave & Briggs In The Morning. Due to Covid-19 pandemic restrictions, all live in-show guests were by phone only.

This quarter we also, for a 15th straight year, spearheaded the Yuba/Sutter/Colusa United Way Turkey Drive, Broadcasting for 3 hours from 10 sponsor locations prior to Thanksgiving. We collected 581 turkeys & hams this year along with hundreds of pounds of sides and raised \$25,544 in cash. And we were again the media lead for the Yuba/Sutter Toys For Tots Drive that included 4, 2-hour live broadcasts in December.

Our live over the phone guests this quarter were;

- 10/7 – Yuba County Supervisor Gary Bradford
- 10/8 & 19 – Tara Rector Flores (Alec Flores Memorial Scholarship)
- 10/13 – Sandee Drown, Yuba City Downtown Business Association
- 10/14 – Tim Stachinski, Bridge Coffe Co.
- 10/29 – Tyler Rich, Yuba City native & now major label Nashville recording artist
- 11/18 & 12/14 – Tom Walther, Wreaths Across America Yuba/Sutter/Colusa
- 11/23 – Brandon Knox, Eagle Scout project
- 12/3 – Amanda Gray, “Tipping Yuba/Sutter”

Weather:

We receive our forecasts from the National Weather Service, and deliver it in summarized form with station announcers at least twice an hour, every day including holidays and weekends.

Traffic;

We provide in-house-produced updates prior to each newscast through reports from local law enforcement, and from listeners verified through local law enforcement.

Animal Welfare;

Weekly, a representative from Sutter Buttes Canine Rescue (a local non-profit, no-kill animal shelter) records, remotely for the time being, a 35 second feature called “Pet of the Week”. This airs, at no cost to the shelter, throughout all day-parts Monday through Thursday for a total of 26 plays. (Audio available on the KKCYN newsroom computer desktop in the folder labeled, “Pet o Week”.)

Sports;

every other Tuesday, KKCYN designates a local Athlete of the week. A 35 second recorded feature airs honoring the athlete throughout the 2 week period for a total of 15 plays per week. (Audio available on the KKCYN newsroom computer desktop in the folder labeled, “AoW”.)

Community Involvement;

Every other Wednesday, KKCYN designates a local Community Hero. A recorded 35 second feature airs honoring the hero for a total of 23 plays per week. (Audio available on the KKCYN newsroom computer desktop in the folder labeled, “Community Hero”.)

Public Affairs Broadcasts:

We broadcast 2, 30 minute programs from Media Tracks Communications of Des Plains, Illinois; “Viewpoints”, which airs every Sunday Morning at 6, and “Radio Health Journal” which follows at 6:30.